

REMARKS/ARGUMENTS

Applicants have reviewed and analyzed the non-final Office Action dated June 3, 2010, and provide the following remarks and comments in response thereto. No new matter has been added. Claims 1, 7, 8, 12, 23 and 35 have been amended. Claims 19 and 36 have been cancelled. Claims 37 and 38 have been added. No new matter has been added. Claims 1-3, 5, 7-12, 14, 16, 18, 20-25, 27-30, 33-35, 37 and 38 will be pending upon entry of the present amendment. Reconsideration and allowance of the instant application are respectfully requested.

Claim Objections

Claim 7 has been amended as recommended by the Office Action. Accordingly, Applicants respectfully request withdrawal of this objection.

Claim Rejections Under 35 U.S.C. §103

Claims 1-3, 5, 7-8, 11-12, 14-16, 18-19, 22-25, 27-29 and 35-36 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Boylan, III et al. (U.S. Publication No. 2006/0288366, hereinafter “Boylan”) in view of Knowles et al. (U.S. Patent Publication No. 2008/0134239, hereinafter “Knowles”). Claims 9-10, 20-21, 30 and 33-34 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Boylan in view of Knowles, as applied to the corresponding base and intervening claims, and further in view of Finseth, et al. (U.S. Patent No. 6,754,906, hereinafter “Finseth”). These rejections are respectfully traversed for at least the following reasons.

Amended independent claim 1 recites, among other features, “a processor configured to: analyze the content information of the third object; determine a thematic content of the third object based on the analysis; identify a plurality of world objects each defining a different theme for an EPG layout; [and] select the first object from the plurality of world objects, the first object having a thematic content associated with the thematic content of the third object.”

The Action points to the tabs (e.g. Menu, PPV, Grid Guide, Themes, and What’s New) in Knowles to show the claimed world objects. *See* Action, page 3-4. Knowles fails to teach or suggest determining a *thematic content* of the third object based on the analysis of the content information. Further, Knowles fails to teach or suggest selecting a first object from a plurality of world objects, *the first object having a thematic content associated with the thematic content of the third object*. At most, Knowles discloses displaying movies on a purple background, sports on a green background, and all other shows on a blue background. *See* para. [0150]. Knowles

fails to teach or determining a *thematic content* of a third object and a first object having a *thematic content associated with the thematic content of the third object*, as recited in amended claim 1. Accordingly, claim 1 is allowable over Knowles for at least these reasons. The remaining art of record fails to cure the deficiencies of Knowles with respect to claim 1.

Independent claims 12 and 23 recite substantially similar features as discussed with respect to claim 1. Accordingly, claims 12 and 23 are allowable over the art of record for substantially the same reasons as claim 1.

Dependent claims 2-3, 5, 7-11, 14, 16, 18, 20-22, 24, 25, 27-30 and 33-35 ultimately depend from claims 1, 12 or 23. Accordingly, claims 2-3, 5, 7-11, 14, 16, 18, 20-22, 24, 25, 27-30 and 33-35 are allowable over the art of record for at least the same reasons as their ultimate base claim, and further, for the novel and non-obvious features recited therein. Dependent claims 19 and 36 have been cancelled, rendering the rejections moot.

New Claims

New claim 37 and 38 has been added. No new matter has been added. Claims 37 and 38 ultimately depend from claim 1. Accordingly, claims 37 and 38 are allowable over the art of record for at least the same reasons as claim 1 and further, for the novel and non-obvious features recited therein.

CONCLUSION

All rejections having been addressed, Applicants respectfully submit that the instant application is in condition for allowance, and respectfully solicit prompt notification of the same. However, if for any reason the Examiner believes the application is not in condition for allowance or there are any questions, the Examiner is requested to contact the undersigned at (202) 824-3130.

Respectfully submitted,
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